

[illegible]

A method for completing a rental agreement online includes entering reservation-related information and rental-related information for an item or service, such as a vehicle rental service. The entering step enters: (a) the rental-related information without employing a master rental agreement, such as a user's master agreement with a vehicle rental club, or (b) at least some of the rental-related information from a master rental agreement and allows modification of the information from the master rental agreement for rental of the item or service without modifying the master rental agreement. A reservation for the item or service is provided based at least in part upon the reservation-related information. A rental proposal is created and displayed based upon the reservation and the rental-related information. The rental proposal is accepted online, and the rental agreement, which is based upon the accepted rental proposal, is displayed.